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USDA Inside USDA Information

United States Department
of Agriculture

Office of Governmental
and Public Affairs

Washington D.C.
20250

Vol. 1

No. 44

September 7, 1979

IN THIS ISSUE

Spanish broadcasting concerns...an upcoming public opinion poll... some retirements and notes from friends...comments and announcements...some recruiting notices...and a few odds and ends. Keep reading.

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WHERE ARE THEY?

Phil Villa-Lobos, GPA, tells us that the National Association of Spanish Broadcasters will take an active part in the upcoming 1980 Census. Part of that development stems from widespread dissatisfaction of Spanish stations with methods for measuring Spanish audiences.

A more accurate count should help in the development of research and marketing information on the Hispanic population.

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SETTING UP A POLL...

Ida Cuthbertson, Soil Conservation Service, called the other day to tell "Inside..." that the first public opinion poll on conservation needs and awareness is about ready to go to the Office of Management and Budget (OMB) for approval. (All questionnaires and surveys have to be cleared by OMB whenever any federal agency wants to do some social research.)

The poll, one activity brought on by the Resource Conservation Act, will probably go to the field in the fall...results should be coming back in December. The study will cover all types of people--urban, suburban, rural--to get a feel for their values, problems, knowledge and thoughts on possible solutions about conservation needs.

As results become available, we'll try to give them to you or tell you how you can get a copy of any report that may be published.

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MORE SAVINGS AND MORE PLANS

In continued efforts to sharpen up mailings, GPA's Press Division has started mailing its "daily news summaries" once a week rather than daily to people who have requested them. Savings amount to about \$1,200 weekly in postage.

Eventually, the division also will be packaging in a different way the speeches and press releases that now go to non-media people. Plan is to collect them weekly and reproduce them in booklet form, also using cold type composition. Media will continue to receive the material as prepared presently...typewriter composition...and distributed daily.

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NOW ON BOARD...

Susan McCullough, once with the Foreign Agricultural Service and more recently on detail to the White House, has joined the GPA speechwriting staff headed by Jack Keyser.

RECOMMENDED READING

Believe it or not, whenever you send us something, we always run through it to see what you've been doing. It was that way the other day, when we got a copy of "A Better Iowa Through Research," an annual report from the Experiment Station at Iowa State U.

Among the many interesting items in the booklet, one really brought us to attention, making us realize how technology has almost become a way of life for many farm people.

It was a brief report on a tiny plastic module that fits into a programmable calculator. Scientists have developed 16 different programs for use by farmers...on feed mixes, production tips and analyses for land purchases and loans.

No doubt there are other scientists doing similar work...including that of another stage at Iowa State where they've written 61 programs a farmer can enter into the calculator by putting steps on magnetic tape. About 1,000 subscribers from all over the world receive these programs as they are developed. Advantage of the 16-program module is that it already has programs built into it.

All this and the rest of the annual report was prepared by Sherry Bryson, associate editor at Iowa State. Betcha she'll send you a copy if you write her.

WE CAN AND WE DID IT

When you see the new USDA publication called "Food," you'll doubt that it was produced by the gov't, we'll betcha.

It's such a different step by the Department that there'll even be a press conference early next week to announce it.

Once you get over the shock of all that color, you'll find the contents interesting and useful. Among 64 pages are a "hassle-free guide to a better diet," some suggestions for breakfasts that are a bit out of the ordinary, and another section that gives a new image to snacking...a word and practice that has been held in low nutrition esteem by some people. Finally, the booklet has more than 50 recipes and some quick and easy ideas to help change dull to drool at mealtime.

Claude Gifford, GPA, probably should have the credit for editing the book...and GPA's Design Division handled the layout with assists from the Photography Division on the color photos.

Land-grant publication distribution officers and nutritionists already have notification copies...single free copies can be ordered from the Consumer Information Center, Dept. 693-G, Pueblo, Colorado 81009. And copies also are for sale for \$3.25 each from the Superintendent of Documents, U.S. Gov't Printing Office, Washington, D.C. 20402.

Let us know what you think of it.

CALL AL FOR AMS INF Al Horton, Agricultural Marketing Service, has been named acting director of information with the detail of Stan Prochaska to GPA.

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HERE FOR NINE MONTHS New IPA for the next 9 months is Don Schwartz, who comes from North Dakota State U. at Fargo. He will work with SEA-CR and Mason Miller there as a communication scientist, helping on reviews and various research projects. Don has been professor of communication and business administration in N.D. He has a PhD in communication from Michigan State.

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WHATEVER HAPPENED
TO... A note from Leighton Watson, retiree from West Virginia, says he works as an assistant to the dean on a half-time basis...and that and a few other recreational activities keep him as busy as he wants to be, "in fact sometimes busier than I want to be."

And Les Schlup, retired USDA inf elder, sent us an announcement of the 13th annual oyster festival to be held on the St. Mary's (Md.) county fairgrounds...Oct. 13-14, 11 a.m.-6 p.m. There will be free lessons in oyster shucking daily...and a national oyster shucking championship contest.

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GONE BUT NOT
FORGOTTEN The end of August brought a number of retirements...we've noted a few before. Additional folks include Jean Brand, SEA-Inf; Vincent Marcley, SEA regional inf officer at New Orleans; and Norma George, GPA.

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LOST HOTEL FOUND That nameless hotel where the agricultural information conference will be held when the land-grant association meets in D.C. turns out to be the Sheraton Park. As we noted in an earlier issue of "Inside..." the conference is organized by the Technical Information Systems of SEA (National Agricultural Library).

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JOB AT MISSISSIPPI... Jobs available this week include an announcement from Ralph Ballew, Mississippi State U.--who tells us he's seeking a replacement for Cliff Bice, who went with the Tennessee Valley Authority Aug. 27. (He'll be headquartered in Jackson, Tenn.)

The job is called "senior editor-press." Individual hired will be responsible for all press work for the Miss. Extension Service. A Master's degree is required...one degree in ag journalism or journalism and one degree in agriculture with 2 years' experience, as a minimum requirement; five years experience in inf with a land-grant university, USDA or commercial ag firm with supervisory experience as a preferred requirement.

If you're interested, send a letter of application to Milburn Gardner, Personnel Officer, P.O. Box 5446, Mississippi State, Miss. 39762. Applicants will be accepted until Sept. 21 or until an acceptable applicant applies, whichever is later.

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TWO AT USDA

Two inf jobs are open at USDA...one for a GS-12 writer-editor to serve as editor of the Farmer Cooperatives magazine. Applicant must have 3 years general experience and 3 years specialized experience. Contact is Howard Kahn, (202) 447-6657 or ESCS, DAM, PD, OB, Room 1470-S, 14th and Independence, SW, Washington 20250. Closing date is Sept. 17. Mention announcement #SCS-ID-79-153.

Then...Forest Service seeks a GS-9/11 editor with 3 years gen. experience in work that has required analysis and presentation of data in written form, plus 2 years specialized experience in writing and editing articles, speeches, pamphlets or news releases.

If interested, contact Lavonne Morgan, (703) 235-2730 at Forest Service, Personnel Management, Room 913 RP-E, P.O. Box 2417, Washington, D.C. 20013. Ask about vacancy No. WO-023-79.

WATCH THOSE WOODEN NICKELS...

One could write a book on how different kinds of plants have been brought into this country...and no doubt someone has. The tips on "new" varieties often come in strange ways, with fascinating tales...some are worth a followup, some are not.

Take the recent letter making the rounds here that came from an 87-year-old Californian. He suggested that early records (1913-1917) for Plattsmouth, Neb., would show that townsfolk wanted to have a week's celebration to promote trade. So they made wooden nickels, using a board an inch thick and 18 feet long. They were able to "make millions of wooden nickels" telling people to trade at a certain store.

But that night, "and for 4 days and nights, it poured...." When it got dry enough, all the nickels (and boards) had been swept away. Not a board or a single nickel could be found.

Purpose of all this was to suggest to USDA that we send a couple of foresters to England where a friend of our writer had a balsam tree growing...thinking that would get a new kind of tree started in America.

With daring do, somebody in USDA tracked everything down. Sure enough, there had been several promotional activities in Plattsmouth and there also had been a number of floods. The local historical society had no wooden nickels made between 1913-1917, though they had several from earlier dates. Also, it turns out that the wood for the nickels was made from subalpine fir (*Abies Lasiocarpa*) or white fir (*A. concolor*). Both species grow naturally in the Rockies and both often are called balsam. Shucks.

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"Inside Information" is published by the Office of Governmental and Public Affairs for information officers and specialists in the U.S. Department of Agriculture, the State Departments of Agriculture, and the Land-Grant Universities. Send contributions to Hal R. Taylor, Deputy Director for Information, (202) 447-7903.